



VISITOR MOTIVATION

Shedd Aquarium provides a fantastic educational and recreational opportunity for the City of Chicago with its diverse experiences and attractions. Market research provides Shedd with fundamental tools to gain deeper insights into visitor motivation, satisfaction, and demographics.

Business Issue
Question

How might Shedd Aquarium further understand visitor motivation?

Qualitative

Observational data was collected and analyzed through conducting focus groups and in-depth interviews to gain insight on visitor’s perceptions of cultural institutions. Qualitative design allows design thinkers to develop an understanding of business issues in order to form hypotheses. It also allows data to have valuable context which tells a more in-depth story about the business.

Research Objectives

- 1.To understand the local perception of Shedd
- 2.To determine what drives new customers to visit
- 3.To understand which marketing methods resonate with customers
- 4.To explore the relationship between marketing activities and attendance rates
- 5.To understand what causes customers to return
- 6.To explore various visitor profiles



Intervention example 1

- The focus group guide contains activities and open-ended questions that follow the funnel model. This structure helps participants feel comfortable and motivates them to provide detailed, qualitative responses.
- The interventions used throughout the focus group tend to be unrelated to the main topic. This motivates participants to partake in a free-flowing discussion and provide detailed responses from a different point of view.

Consumer Insights

"Exhibits that are seasonal would influence me to go while I still can. Limited time exhibits or events would be a huge reason to return to a museum even after you have gone several times"

“They are not all about the company or getting sales but they actually are looking at the bigger picture and have a goal in mind to help out the world in any way they can”

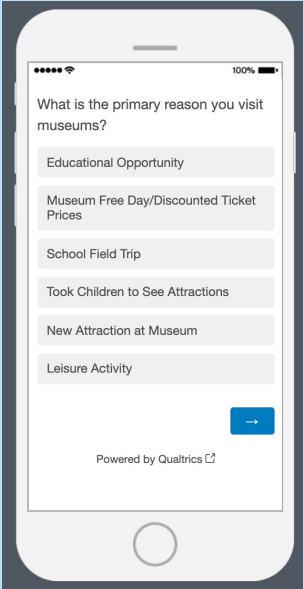
Quantitative

Data from guest exit-surveys is converted into a meaningful spreadsheet that can easily analyzed using SPSS. That data can then become a vital resource for discovering trends or areas of weakness based on guest responses.

- The Qualtrics questions have the potential to replace Shedd’s current exit-survey questions if they provide deeper insight into consumer motivations and profiles. While Shedd has on-going quantitative data collection, market research exposes new business issues that can be efficiently answered through modified survey questions.
- The survey in Qualtrics is composed of blocks that aim to answer specific research objectives. This format ensures that each question adequately provides detailed insights used to better understand visitor motivations.



Scan to view entire survey



About the Team

We aim to offer high quality strategic solutions coupled with extraordinary, tailored service to deliver exceptional results to our client and help their business succeed. We believe in innovation, encouraging creativity, and collaboration to deliver the client a well-thought-out, triangulated solution to their problems. Our success depends on trust and building a dynamic partnership that allows us to operate at the pinnacle of our respective areas.

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